



THE WEBPRENEURS GUIDE TO INFLUENCER MARKETING

CHEATSHEET

How to Become an Influencer – Cheat Sheet

Introduction – Why Become an Industry Influencer?

- ✓ “The greatest ability in business is to get along with others and to influence their actions.” – John Hancock
- ✓ Experience = Credibility
- ✓ Ideas and content are shared and taken to heart
- ✓ People respect and trust your knowledge
- ✓ When influential people speak, the audience hangs on every word
- ✓ There is value in what they have to share
- ✓ Impact behavior through reputation

What is Influence Marketing?

- ✓ More important now than ever
- ✓ People are wary of sales pitches
- ✓ They respect friends’ opinions and will be more likely to make a purchase based on recommendation
- ✓ **Developing a reputation for expertise and credibility in a particular market, while growing that reputation through strong relationships with your target audience.**
- ✓ Connect with your prospects
- ✓ Influential businesspeople can communicate within their marketplace

- ✓ They understand marketing psychology, the power of influence, and purchasing beliefs

What are the Benefits of Influence Marketing?

- ✓ Can be global or personal
- ✓ Influencers can quickly and easily expand brand reach
- ✓ Springboard off of your reputation in a community

What is a Social Influencer?

- ✓ Daily decisions are influenced in some way
- ✓ True in social media – people look to belong, then are influenced by those perceived as leaders
- ✓ Pick a form of social media that is relevant and build influence there

How Do You Become an Influencer?

- ✓ Begins with building strong relationships
- ✓ You must be seen as knowledgeable, honest and with integrity
- ✓ Specialize in one area
- ✓ Be visible
- ✓ Be confident and self-assured
- ✓ Know that your market is always changing

What You Will Learn

- ✓ Reliable influence depends on constantly providing value
- ✓ Always think about serving your market

- ✓ Develop a consistent track record
- ✓ Understand the components of influence
- ✓ What influence is, how to obtain and measure it
- ✓ Where influence can be fostered

Learning Objectives:

- ✓ Gauge and improve the strength of your online reputation
- ✓ Identify influence marketing opportunities and benefit from them
- ✓ Use simple methods proven to build the perception that you are an influential specialist in your market
- ✓ Create market-appropriate content that shows you as an expert in your field
- ✓ Locate the areas online where you need to be present to best grow your influence
- ✓ Measure and monitor your online influence in your target market
- ✓ Increase your customer base and loyalty by reinforcing your credibility as someone who is influential in your field

Action Steps:

1. Identify and list your current strengths that would make you a good influencer.
2. Define your goals for the completion of this course and in becoming an influencer.

Module 1 – Apply the Proven Strategies of Industry Influencers

- ✓ Recognise the industry influencer mindset
- ✓ Know what you are attempting to influence
- ✓ Specialize for fewer competitors
- ✓ Be proactive and focus on market interests

Learning from Social Groups in Your Market

- ✓ Becoming the 'go-to' requires specific knowledge
- ✓ Learn via relevant social networks
- ✓ Also use Google to search for forums

Ongoing Education is Everything

- ✓ Warren Buffett is considered one of the smartest financial minds
- ✓ Attributes his success to ongoing research and education
- ✓ Education is vitally important

Where to Get Educated

- ✓ Local/Virtual Seminars & Conferences
- ✓ Podcasts
- ✓ Library reference
- ✓ Trade Journals

Media Tracking

- ✓ Track all media pertaining to your area of expertise
- ✓ Ask others for top sources
- ✓ Listen to or read those every day

Benefiting from Alerts Services

- ✓ Free and paid alerts to track market-specific keywords and phrases
- ✓ [Talkwater Alerts](#)
- ✓ [IFTTT](#)
- ✓ [Mention](#)
- ✓ [Meltwater](#)
- ✓ [Google Alerts](#)

Share What You Know

- ✓ Share your own knowledge in the different places you've looked at
- ✓ Stay focused on your specific niche market
- ✓ Start your own website or blog
- ✓ Make sure your brand is noticeable
- ✓ Be visible where it makes sense
- ✓ Be everywhere possible

Make Yourself Accessible

- ✓ Make sure your contact info is readily available
- ✓ Hand out your business details

- ✓ Host Q&A sessions, attend events and give your time to anyone who requests it

Create Instant Authority

- ✓ Books can create authority and be a passive income stream
- ✓ Create informational goods
- ✓ Publish free content
- ✓ Try direct mail

Use the SHIP Method to Become an Industry Influence

- ✓ Stories
- ✓ Help
- ✓ Integrity
- ✓ Passion

Action Steps:

1. Define your specialty or your target area where you are most competent to be an expert and influencer.
2. List the actions you will take towards implementing each of the strategies from this module. Note how those actions will help you begin to build your credibility, attract more followers, and expand your customer base.

Module 2 – Creating Content that Builds Your Influence

- ✓ You have to communicate
- ✓ Create content that identifies you as an industry authority and expert
- ✓ **Content development needs to be consistent and frequent**
- ✓ Each piece of content should deliver real value
- ✓ Build your perception as an important influence

Connect With Your Target Audience

- ✓ Deliver the right message to the right people
- ✓ Ask your audience what they want to see
- ✓ Make sure the content is delivered in the proper form
- ✓ You need to be consistent
- ✓ Credibility builds influence

Market with a Purpose

- ✓ You need a content marketing plan
- ✓ Be organized and specific
- ✓ Stick to your marketing schedule

Be Human

- ✓ Confidence draws positive attention

- ✓ Be yourself, infuse your content with your own personality
- ✓ Set yourself apart

Be Yourself While Entertaining and Inspiring

- ✓ Include some entertaining
- ✓ Be careful of being the class clown and showing a lack of substance
- ✓ Use your unique personality to inspire others

Dust Off Old Content

- ✓ If you run out of ideas, look into your archives
- ✓ Old content can be re-purposed
- ✓ Mix up formats and look at old content creatively

Understanding the Different Phases of a Buying Cycle

- ✓ Content should connect with people according to their place in your buying cycle
- ✓ Provide value and actionable info for your opt-in
- ✓ Content delivered to people who have purchased is more advanced
- ✓ Deliver content appropriate to where your audience is in their level of market knowledge, and in your customer lifecycle
- ✓ Create free and paid materials that make sense
- ✓ The same goes for virtual relationships

Use the Right Language

- ✓ Make sure you're using industry-specific language
- ✓ Embed those words in all the content you create
- ✓ Makes content credible and easily found
- ✓ Don't just deliver content for consumption
- ✓ Respond to others
- ✓ The right language is important on and offline

Important Content Development Considerations

- ✓ Make specific considerations unique to your situation
- ✓ 4 characteristics need to be present

1. Consistent with your image

- ✓ Content must coincide with how you are perceived
- ✓ If you're starting out, don't try to create a definitive guide
- ✓ If you're a veteran authority, your content should reflect that

2. Well-Timed

- ✓ Know when to deliver what type of information
- ✓ Show that you understand your market
- ✓ Well-timed content can vault you to the top

3. Delivered in the Right Place

- ✓ Constantly
- ✓ Consistently

- ✓ Deliver content where your target market is

4. Presented Confidently

- ✓ Have faith in yourself
- ✓ Remember your knowledge and experience
- ✓ Deliver with confidence

Content and Social Media

- ✓ Know which platforms are best for your industry
- ✓ Keep your profiles up-to-date and with lots of info
- ✓ Mention your achievements

Action Steps:

1. Document some specific topics, keywords, and media formats that are relevant to your expertise and you feel confident about creating and delivering.
2. For the topics you listed, note possible media outlets or delivery platforms that could most benefit from your content, such as social media, live events, blogs, webinars, video websites, online training platforms, etc.

Module 3 – Build Your Presence Where It Has the Most Influential Impact

- ✓ Spend your time where it is best served
- ✓ Some venues work better than others
- ✓ Begin building a presence at the following on and offline locations

Where You Need to Be Online

- ✓ Ideal online locations are where people congregate, like social media
- ✓ Younger demographics use Instagram
- ✓ Business professionals use LinkedIn
- ✓ Most popular social media sites:

Facebook

- ✓ Most active users
- ✓ Communicate daily
- ✓ Easy-going delivery

YouTube

- ✓ 18 to 49 age group
- ✓ Great for short how-to's and informational videos
- ✓ Comment and share

Instagram

- ✓ Ranked no.1 most important influencer marketing channel
- ✓ Extremely active users
- ✓ Great for viral marketing

Twitter

- ✓ B2C or entertainment
- ✓ Maintain casual and professional mix
- ✓ Respond to your audience

Pinterest

- ✓ Women, 18 to 49 age group
- ✓ Image heavy
- ✓ Convey essential info

LinkedIn

- ✓ Wealthier users
- ✓ For professionals
- ✓ Connect through industry and interests

Where You Need to Be Offline

- ✓ A combination of on and offline marketing is best
- ✓ Show up to local events

Local Chamber of Commerce

- ✓ Usually requires a small fee
- ✓ Place the badge on al materials
- ✓ Delivers a sense of professionalism and respectability

Relevant Conferences

- ✓ Most major cities host relevant events
- ✓ Rent a booth or volunteer as a speaker
- ✓ Create relevant conferences where there are none

Start a Podcast

- ✓ Create a local podcast to interview and educate
- ✓ Become a local celeb and market leader
- ✓ Use tools to make yourself portable

Partner Up

- ✓ Join with a charity to help them raise money
- ✓ Be selective
- ✓ Bad partnerships can damage reputations

Develop a Local Media Presence

- ✓ Local radio and TV shows are always looking for contributors
- ✓ Try newspapers and local magazines too
- ✓ Contribute what you know well

Action Steps:

1. List 5 social media outlets that would best deliver your content and venue for your influence. If you don't already have accounts on those sites under your name or brand name, go ahead and do that now.
2. Identify at least 5 areas outside of social media where you can spread your influence and build a strong following.

Module 4 – Measure Your Social Influence

- ✓ Growth can only come from measuring progress
- ✓ Learn to measure monetary and time investments

Measure the Right Thing

- ✓ What do you want from influence marketing?
- ✓ Not being clear may mean you end up wasting time and money
- ✓ Figure out your goals and the best ways to track them

Visitor/Customer Loyalty

- ✓ Do people return for repeat purchases?
- ✓ Judge market influence by referrals

Your Expert Status

- ✓ Ask for feedback from customers and other influencers
- ✓ Record interactions

Surveys

- ✓ Use exit polls
- ✓ People love to express their opinions

Measuring Your Social Score

- ✓ Websites give you a number as to how you are perceived
- ✓ Sites include:
 - [Brandwatch](#)
 - [Kred](#)
 - [Hootsuite Insights](#)

- [Klear](#)

✓ Tools for monitoring specific platforms include:

Twitter

[TweetReach](#), [Twazzup](#) and [Followerwonk](#)

Google

[Google Alerts](#)

Facebook

[Social Bakers](#) and [Facebook Insights](#)

Search engines

[Google](#), [Bing](#), [Yahoo](#), [Baidu](#), [Ask](#)

Action Steps:

1. List your business performance measures that you wish to increase by becoming a market influencer.
2. Research and decide on 3 tools that would help you measure your social influence and note how they can help. Start with the ones listed in this module.

Conclusion and Next Steps

You should now be able to:

- ✓ Measure and improve industry influence
 - ✓ Identify and capitalize on opportunities
 - ✓ Create market relevant content
 - ✓ Locate prime growth areas online
 - ✓ Build a loyal customer base
 - ✓ Spot local areas to help grow market influence
 - ✓ Use social media to build industry leader perception
 - ✓ Deliver content and value based on the needs of your prospects
 - ✓ Measure your social influence and its impact
 - ✓ Create an action plan using what you have learned
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- ✓ Becoming an industry influencer can lead to consistent business success
 - ✓ Establishing market influence helps realize personal and business goals

Action Steps:

1. Review your notes from this course and the worksheets you completed for your Action Steps.
2. Identify 3 areas within your niche where you are currently an expert and how you can share your expertise.
3. Determine what you need to do to be consistent in keeping up with your subject area.
4. Use the action plan template to list all of the tasks you will perform when you leave the course and deadlines for completing them.